

Waste Reduction Initiative through Education Proposals Attachment II

City of Goodyear

“Recycling Education Outreach”

John Acosta

200 S. Calle del Pueblo

Goodyear, Arizona 85338

(623) 882-7580

Award: \$60,000.00

The City of Goodyear will implement an educational program to inform the public the upcoming community-wide curbside recycling program. The education promotion will include the benefits of recycling and what is acceptable and non-acceptable recyclables. The City intends to provide public education and outreach well in advance of the start of the curbside program that will be implemented in July 2006. Educational materials will be delivered to each residential sanitation account, to include a brochure discussing the purpose and incentives of participating in a recycling program, a collection schedule, a holiday collection schedule, and a magnet listing acceptable and non-acceptable items. In addition, the city will provide recycling education at neighborhood meetings, schools, and other public events. The City will develop advertising inserts for local newspapers, maintain a project website and telephone information line, and hand-deliver educational materials to residents.

City of Mesa

“Recycling Re-education Campaign”

William Black

P.O. Box 1466

Mesa, Arizona 85211

(480) 644-3222

Award: \$56,144.00

The City of Mesa has developed a Re-education campaign that will focus on educating Mesa residents on what *does not* go into the trash barrel. The focus in the past, as with most municipalities, has been on educating the public on what goes into the recycle bin. This campaign will target more than 110,000 single-family homes and aims to increase the City’s diversion rate through a new and creative approach. The campaign has been designed to effectively educate residents on the merits of recycling and keeping recyclable items from being deposited into the trash barrel. The campaign message will be promoted through a variety of outlets including the utility bill distribution, city cable channel 11, special events, and presentations at HOA meetings and schools, and to local businesses through the City Chamber of Commerce.

Paradise Waste Services

“Waste Reduction Initiative through Education – Anthem”

Bill Killian

4811 W. Lower Buckeye Road

Phoenix, Arizona

(602) 442-7285

Award: \$9,427

Paradise Waste has designed a community awareness campaign to inform and educate the residents of Anthem about the new curbside recycling program. This campaign communicates the importance of conserving natural resources and the benefits of reducing, reusing and recycling, and properly disposing of solid waste. This educational campaign will substantially increase community participation in the residential curbside recycling program, thus reducing the amount of waste relegated to landfills, and ensuring a more successful program. Anthem residents will receive information about the new curbside recycling program, how they can participate, and information about how and when recyclables will be collected. Paradise Waste will also provide Anthem residents with recycling education at schools and community meetings and events.

Tucson Clean and Beautiful

“Bilingual Waste Reduction and Recycling Guides for Tucson and Pima County”

Luisa Ikner

P.O. Box 27210

Tucson, Arizona 85726

(520) 791-5000

Award: \$16,396

Tucson Clean and Beautiful will provide waste reduction and recycling information to residents of Tucson and Pima County in an effort to increase participation in recycling and waste reduction, particularly in the Spanish speaking community. Lower rates of waste reduction and recycling in predominately Hispanic/Spanish speaking communities indicate the need to further include this substantial population in the recycling and waste reduction loop of information. The first Spanish language edition and an updated English language edition of the Tucson Clean and Beautiful Reduce, Reuse, Recycle Directory will be published and distributed throughout the city and county. Both directories will be free and distribution will focus on areas comprised of predominately Spanish speaking households and businesses. In addition, a Spanish version of the existing online directory will be created.